

ORDER



WZZM 13

Orders
Order / Rev: 723001
Alt Order #: 06381436
Product Desc: HOEKSTRA 4 SENATE
Estimate:
Flight Dates: 10/18/12 - 10/21/12
Original Date / Rev: 10/17/12 / 10/17/12
Order Type: Political

Primary AE: Kristen Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Brabender Cox Mihalke/ POL
Buying Contact:
Billing Contact:
 1218 Grandview Avenue
 Pittsburgh, PA. 15211

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Hoekstra,P/ R/ US Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	12	\$6,150.00	\$5,227.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$6,150.00	\$5,227.50	0.00
Totals	12	\$6,150.00	\$5,227.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WZZM	10/19/12	10/19/12	M-F 6-7a M-F Morning News	CM	6-7a	----F--	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--		1			\$600.00			0.00			
2	WZZM	10/19/12	10/19/12	M-F 7-9a M-F Good Morning America	CM	7-9a	----F--	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--		1			\$600.00			0.00			
3	WZZM	10/18/12	10/19/12	M-F 12-1230p Noon News	CM	12-1230pm	---TF--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	---TF--		2			\$500.00			0.00			
4	WZZM	10/18/12	10/19/12	M-F 530-6pm M-F News	CM	530-6p	---TF--	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	---TF--		2			\$650.00			0.00			
5	WZZM	10/18/12	10/18/12	M-F 6-630p M-F News	CM	6-630p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	---T---		1			\$1,500.00			0.00			
6	WZZM	10/20/12	10/20/12	WZZM Sat Weekend AM Sat Weekend AM News	CM	6-8a	-----S-	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1			\$100.00			0.00			

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 Estimate:

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WZZM	10/20/12	10/20/12	M-Su Late Run News M-Su Late Run News	CM	1130p-1205a (11:30 PM-12:05 XM)	-----S-	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/15/12	10/21/12	-----S-		1		\$200.00		0.00					
8	WZZM	10/21/12	10/21/12	WZZM Sun Weekend AM News Sun Weekend AM News	CM	6-8a	-----S	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/15/12	10/21/12	-----S		1		\$75.00		0.00					
9	WZZM	10/21/12	10/21/12	Su 8-9a Su Good Morning America	CM	8-9a	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/15/12	10/21/12	-----S		1		\$250.00		0.00					
10	WZZM	10/21/12	10/21/12	Sun Early News Sun Early News	CM	Sun 630-7p (6:30 PM-7:00 PM)	-----S	:30	1	\$525.00	P-1	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/15/12	10/21/12	-----S		1		\$525.00		0.00					
Totals														12	\$6,150.00